Cyclistic Case Study

By Kayleigh Macdonald

Background

The Company: Cyclistic

- Fictional Bike-sharing company based in Chicago, IL
  - Data is pulled from a real bike-sharing company called [Divvy](#), owned and operated by Lyft
- Offers more than 5,800 bicycles and 600 docking stations

The Cyclistic Customer

Casual Riders:

- Single ride or one-day passes

Annual Subscribers/Members

- Annual subscription with one-time fee

Question 1:

How do Casual Riders and Annual Subscribers Use Cyclistic Differently?

Question 2:

How can we convert Casual Riders into Annual Subscribers?

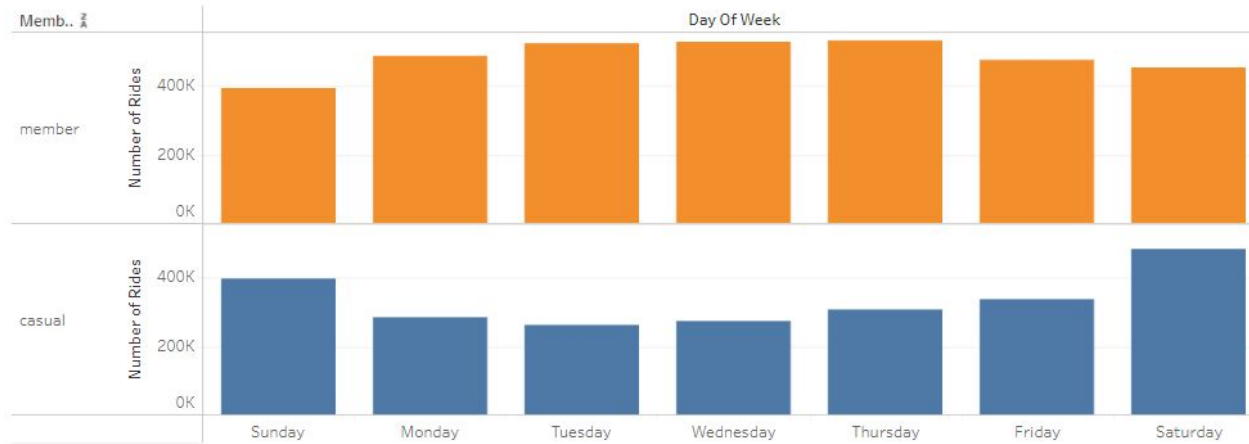# Ride Frequency & Length

Number of Rides per Year
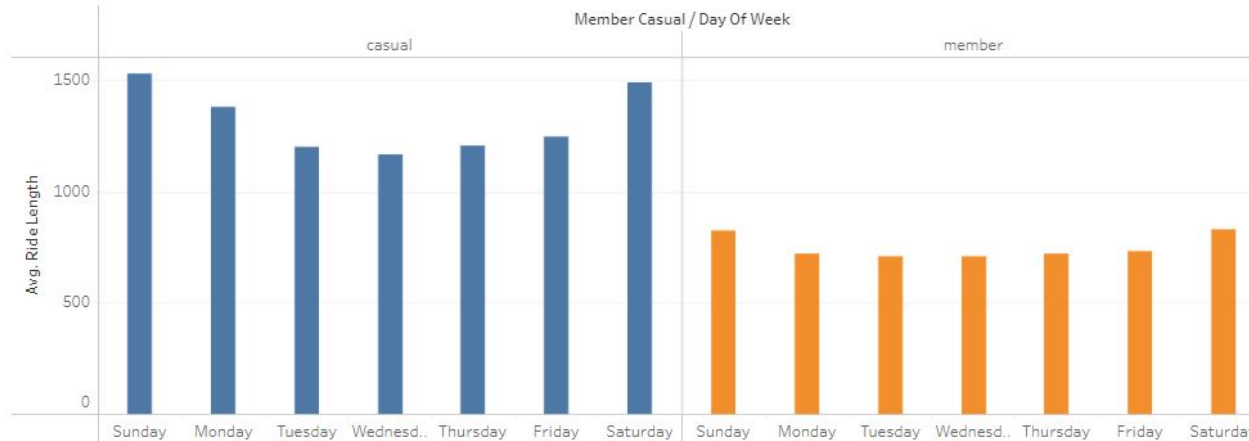

Avg Ride Length (in seconds)

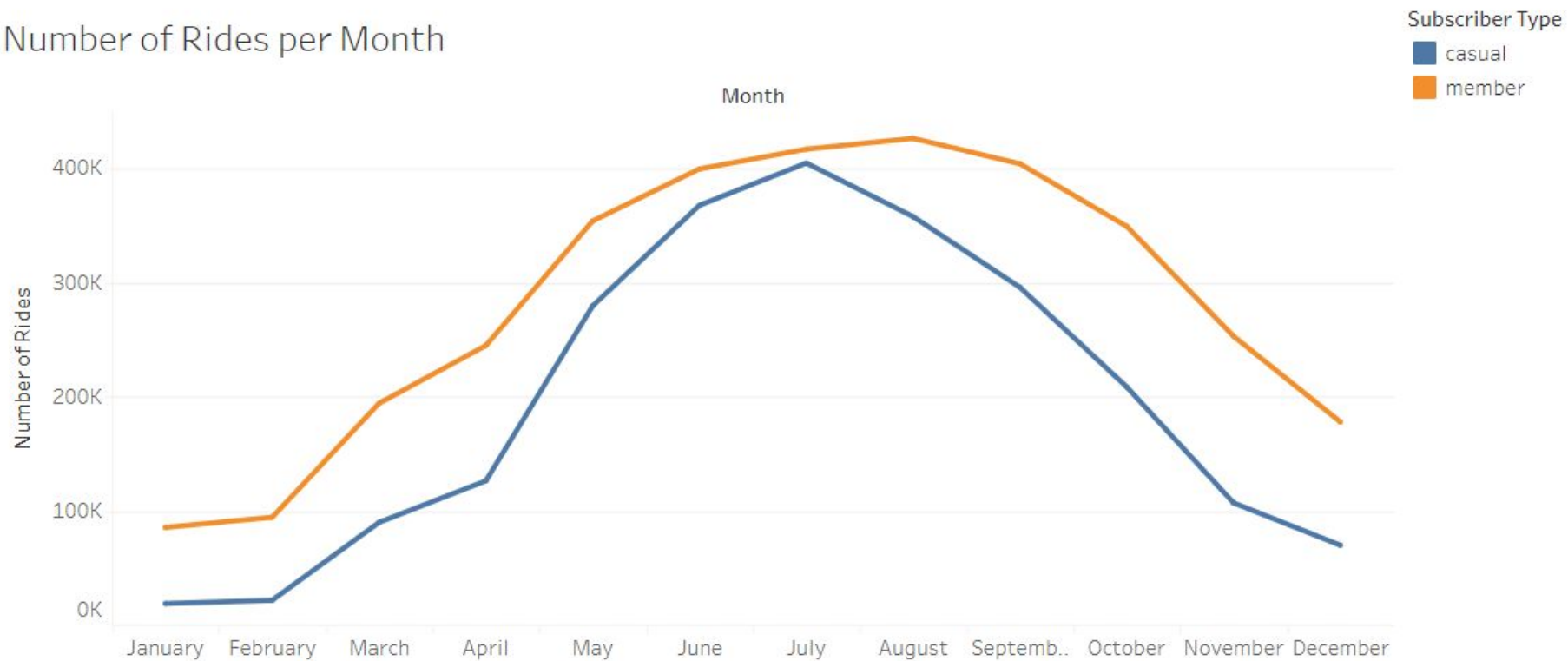Behavior per Day of the Week

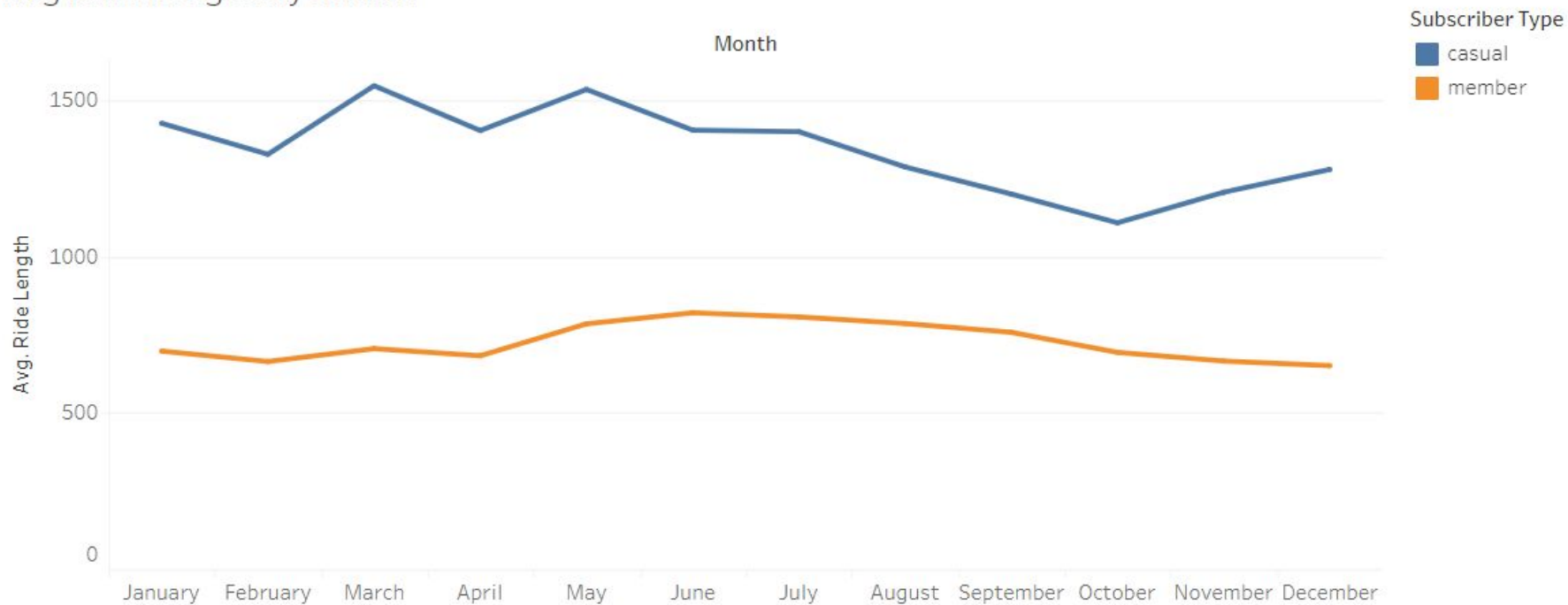## Number of Rides per Day of the Week

Avg Ride Length per Day of Week

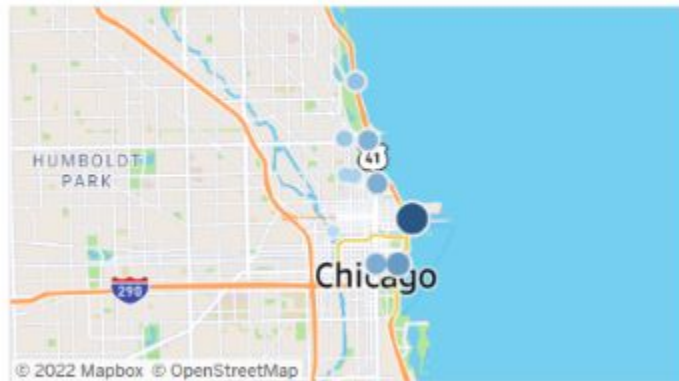# Behavior per Day of the Year

Number of Rides per Month

Subscriber Type
- casual
- member

Avg Ride Length by Month

Geography
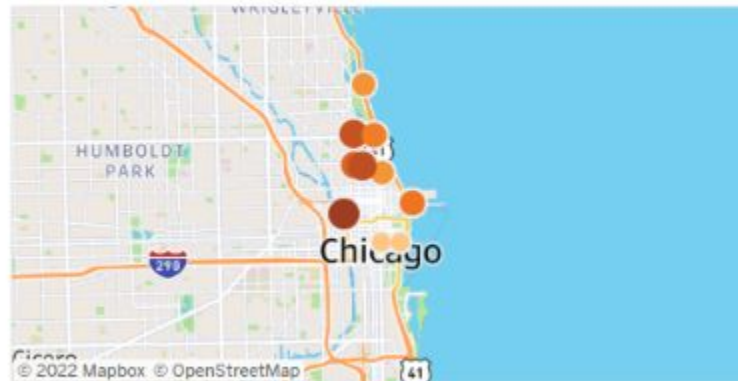
Top 10 Starting Stations

Casual Riders

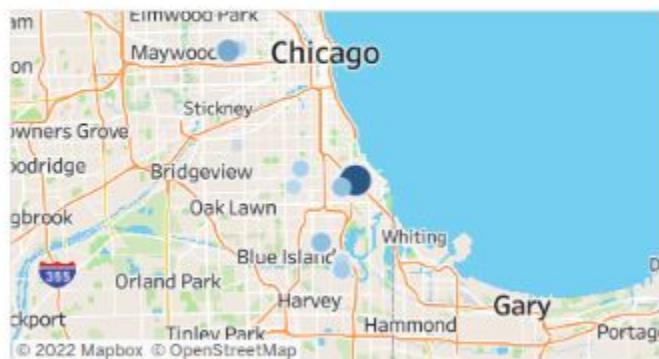Number of Rides

8,764 — 58,110

Members

Number of Rides

9,549 — 25,792

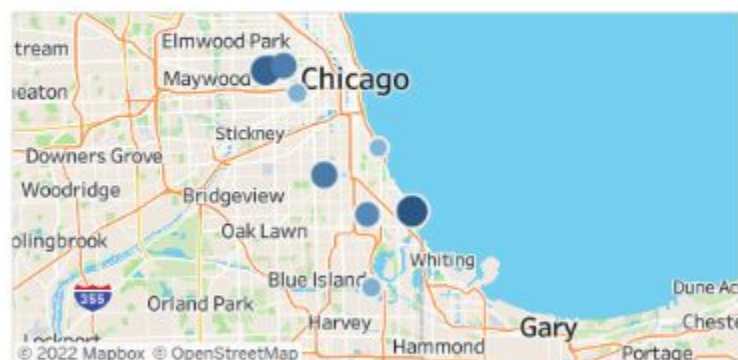# Stations with the Longest Rides - Casual Users

Top 10 Start Stations

Avg. Ride Length

6,192 — 26,682

Top 10 End Stations

Avg. Ride Length

720 — 18,420
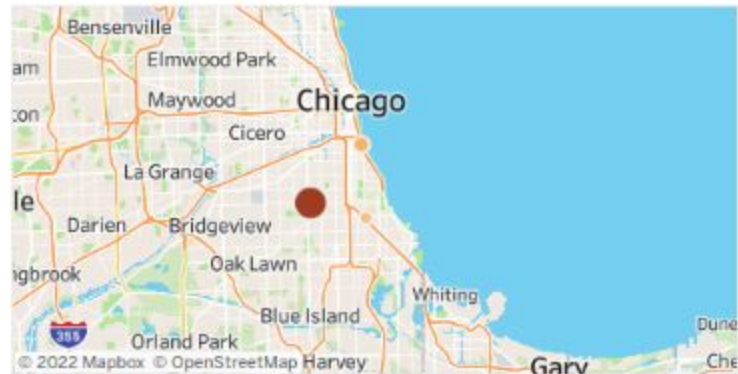
Stations with the Longest Rides - Members

Top 10 Start Stations

Avg. Ride Length

60 ▬▬▬▬▬▬ 6,456

Top 10 End Stations

Avg. Ride Length

840 ▬▬▬▬▬▬ 11,580

Conclusions

Based on the data provided, we can conclude that:

1. Casual Riders prefer riding for longer periods of time, and during weekends.
2. Casual Riders ride the most frequently during the summer, but have the longest rides during March and May.
3. Casual Riders tend to ride close to the coastline, as opposed to inland.

Based on the conclusions above, I would recommend the following:

1. Provide a "weekend warrior" subscription option, so that Casual Riders can get discounted rates on the weekends.
2. Target advertisements to Casual Riders around the coastline, beginning just before summer.
3. Investigate the spike in ride time during March and May. Could there be a bike race taking place around that time, or an increase in tourism? An additional campaign can then be created to market to that need.

Resources

- View the Data Source
  - Click here for the full licensing agreement
- View the SQL Code used for Data Cleaning
- View the SQL Code used for Analysis
- View the featured visualizations in Tableau